

ABSTRACT

The various embodiments disclosed are generally directed towards systems and methods for managing and displaying content rich data, such as multimedia, residing on a removable memory apparatus inserted into a handheld device. In one aspect of the invention, a method comprises launching and displaying the content rich data soon after the device is inserted into a handheld device and monitoring the number of times the content rich data was launched and displayed. If the content rich data was launched a specific number of times, then the content rich data is deleted from the handheld device.